

FAX# 703-516-9680  
CREDIT RISK !!!  
HARRIS REPORT FROM REP NOV2/12 12.40  
\*\*CHANGES\*\* \*\*\* WFLA-TV \*\*\*

KEEP, #	OFF, #	SALESMAN #
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BUYER NAME MICHELLE SANTUOSO

SALES PRSN WA- MEGHAN MCGARR (H)

ALEXANDRIA, VA 22314

CLASS: NATL. LOCAL REGIONAL

:CE)

FLIGHT DATES OCT24/12 OCT30/12 WK-1

CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	NOV2/12	12.40
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REP: 11/2 REV

CANCELED LINE 45 (MONEY)  
REV TTL \$255,850 @110X  
PLEASE CONFIRM  
THANKS! KIM FOR MEGHAN

CON CM AMERICAN CROSSROADS

AGENCY ADVERTISER CODE = 11 AGENCY EST# = 1257  
AGENCY PRODUCT CODE = 27

45	S	1000A-1100A	30	\$6,500.00	10/28	10/28	0	SUN	0
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PROGRAM : MEET PRESS-SUN  
CON COM1: MEET PRESS-SUN

OCT/12	164990.00	NOV/12	50860.00
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CONTRACT TOTAL	255850.00
TOTAL SPOTS	110

REP HEADLINE# 6387728 TRF# E:063877  
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET

FAX# 703-516-9680  
HARRIS REPORT FROM REP  
\*\*CHANGES\*\*  
NOV2/12 12.40  
\*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	/WK	INVT	:	SPTS

MARKET TOTALS \$984,038 WFLA 26% WFTS 25% WTSP 25% WTVT 24% WTOG 0% WTTA 0% WMOR 0%  
WMOX 0% WXPX 0% WWSB 0% CABL 0%

SHARES ARE ACCURATE, EXCEPT WTVT WHICH IS ESTIMATED

SVC- NSI  
DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

**Crossroads Media**  
 66 Canal Center Plaza  
 Suite 555  
 Alexandria VA 22314

**American Crossroads/ Issue**  
 Submission Number 822 Issue 1



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

**PHONE (813) 228-8888**

<b>Client:</b> American Crossroads/ Issue	<b>Submission Cost:</b> 255850	<b>Campaign Ref:</b> E:063877280
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 11 /27 /1257	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/22/12 to 11/04/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06387728
<b>Est./PO Number:</b> 06387728	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

<b>Product:</b> American Crossroads	<b>Booking Group:</b> WFLA	<b>Key Market:</b> Tampa-St. Petersburg, FL
<b>Demographic:</b> (L) Household	<b>Order:</b>	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	Total	Cost
1	M-F 1p Days Of Our Lives ...F..	02	600	30 Comme	Nbr of Spots 1		1	600
2	M-F 10a News ...F..	02	275	30 Comme	Nbr of Spots 1		1	275
3	Fri 10p ET / 9p CT Dateline NBC Friday ...F..	01	10000	30 Comme	Nbr of Spots 1		1	10000
4	M-F 1030a Extra ...F..	02	250	30 Comme	Nbr of Spots 1		1	250
5	M-Su 11p News ...F..	01	2500	30 Comme	Nbr of Spots 1		1	2500
6	M-F 1135p ET / 1035p CT Tonight Show ...F..	01	1300	30 Comme	Nbr of Spots 1		1	1300
7	M-F 11a Daytime ...F..	02	225	30 Comme	Nbr of Spots 1		1	225
8	M-F 12p Today Show III ...F..	01	400	30 Comme	Nbr of Spots 1		1	400
9	M-F 2p Rachael Ray ...F..	02	450	30 Comme	Nbr of Spots 1		1	450
<b>Weekly Totals: Total Spots(Ord Spots)</b>					69	41	110	
<b>Closed PR</b>					1	1	2	

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<b>Schedule Dates:</b> 10/22/12 to 11/04/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06387728
<b>Est./PO Number:</b> 06387728	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	Total	Cost
10	M-F 3p Doctors ...F..	02	750	30 Comme	Nbr of Spots	1	1	750
11	M-F 4p Dr Oz ...F..	01	1130	30 Comme	Nbr of Spots	1	1	1130
12	M-F 5p News ...F..	01	1700	30 Comme	Nbr of Spots	1	1	1700
13	M-F 530a News ...F..	01	550	30 Comme	Nbr of Spots	1	1	550
14	M-F 530p News ...F..	01	1700	30 Comme	Nbr of Spots	1	1	1700
15	M-F 6p News ...F..	01	2600	30 Comme	Nbr of Spots	1	1	2600
16	M-F 6a News ...F..	01	1500	30 Comme	Nbr of Spots	1	1	1500
17	M-F 7p News ...F..	01	2200	30 Comme	Nbr of Spots	1	1	2200
18	M-F 7a Today Show ...F..	01	2000	30 Comme	Nbr of Spots	1	1	2000
19	M-F 9a Today Show II ...F..	01	1050	30 Comme	Nbr of Spots	1	1	1050
20	M-F 1p Days Of Our Lives M.....	02	600	30 Comme	Nbr of Spots	1	1	600
21	M-F 10a News M.....	02	275	30 Comme	Nbr of Spots	1	1	275
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Schedule Dates:	10/22/12 to 11/04/12	Weeks:	2	Order Ref:	06387728
Est./PO Number:	06387728	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	Total	Cost
22	Mon 10p ET / 9p CT Revolution M.....	01	7500	30 Comme	Nbr of Spots	1	1	7500
23	M-F 1030a Extra M.....	02	250	30 Comme	Nbr of Spots	1	1	250
24	M-Su 11p News M.....	01	2500	30 Comme	Nbr of Spots	1	1	2500
25	M-F 1135p ET / 1035p CT Tonight Show M.....	01	1300	30 Comme	Nbr of Spots	1	1	1300
26	M-F 11a Daytime M.....	02	225	30 Comme	Nbr of Spots	1	1	225
27	M-F 12p Today Show III M.....	01	400	30 Comme	Nbr of Spots	1	1	400
28	M-F 2p Rachael Ray M.....	02	450	30 Comme	Nbr of Spots	1	1	450
29	M-F 3p Doctors M.....	02	750	30 Comme	Nbr of Spots	1	1	750
30	M-F 4p Dr Oz M.....	01	1130	30 Comme	Nbr of Spots	1	1	1130
31	M-F 530a News M.....	01	550	30 Comme	Nbr of Spots	1	1	550
32	M-F 530p News M.....	01	1700	30 Comme	Nbr of Spots	1	1	1700
33	M-F 6p News M.....	01	2600	30 Comme	Nbr of Spots	1	1	2600
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Closed PR					1	1	2	

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Buyer:	..	Client/Product/Estimate:	11 / 27 / 1257	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/22/12 to 11/04/12	Weeks:	2	Order Ref:	06387728
Est./PO Number:	06387728	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	Total	Cost
34	M-F 6a News	01	1500	30		1	1	1500
35	M-F 630p ET / 530p CT NBC Nightly News	01	7000	30		1	1	7000
36	M-F 7p News	01	2200	30		1	1	2200
37	M-F 7a Today Show	01	2000	30		1	1	2000
38	M-F 730p Entertainment Tonight	01	2200	30		1	1	2200
39	Mon 8-10p ET / 7-9p CT Voice	02	15000	30		1	1	15000
40	M-F 9a Today Show II	01	1050	30		1	1	1050
41	M-Su 11p News	01	2500	30		1	1	2500
42	Sat 1130p ET / 1030p CT Saturday Night Live	01	2650	30		1	1	2650
43	Sat 630p ET / 530p CT NBC Nightly News	01	7000	30		1	1	7000
44		01	1000	30		1	1	1000
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<b>Schedule Dates:</b> 10/22/12 to 11/04/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06387728
<b>Est./PO Number:</b> 06387728	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	Total	Cost
45	Sat 7a Today Show .....S.	01		Comme				
46	Sun 10a Meet The Press .....S	01		30 Comme	Nbr of Spots Closed PR	1	1	1600
47	Sun 6p News .....S	01	1600	30 Comme	Nbr of Spots	1	1	1600
48	Sun 630p ET / 530p CT NBC Nightly News .....S	01	6000	30 Comme	Nbr of Spots	1	1	8000
49	Sun 8a Today Show .....S	01	1100	30 Comme	Nbr of Spots	1	1	1100
50	Sun 815p ET / 715p CT NBC Sunday Night Football .....S	01	28000	30 Comme	Nbr of Spots	1	1	28000
51	Sun 9a News .....S	01	600	30 Comme	Nbr of Spots	1	1	600
52	M-F 1p Days Of Our Lives ...T...	02	600	30 Comme	Nbr of Spots	1	1	600
53	M-F 10a News ...T...	02	275	30 Comme	Nbr of Spots	1	1	275
54	Thu 10p ET / 9p CT Rock Center ...T...	01	8000	30 Comme	Nbr of Spots	1	1	8000
55	M-F 1030a Extra ...T...	02	250	30 Comme	Nbr of Spots	1	1	250
56	M-Su 11p News	01	2500	30 Comme	Nbr of Spots	1	1	2500
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Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	Total	Cost
56	M-F 1135p ET / 1035p CT Tonight Show ...T...	01	1300	30 Comme	Nbr of Spots	1	1	1300
57	M-F 11a Daytime ...T...	02	225	30 Comme	Nbr of Spots	1	1	225
58	M-F 12p Today Show III ...T...	01	400	30 Comme	Nbr of Spots	1	1	400
59	M-F 2p Rachael Ray ...T...	02	450	30 Comme	Nbr of Spots	1	1	450
60	M-F 3p Doctors ...T...	02	750	30 Comme	Nbr of Spots	1	1	750
61	M-F 4p Dr Oz ...T...	01	1130	30 Comme	Nbr of Spots	1	1	1130
62	M-F 530a News ...T...	01	550	30 Comme	Nbr of Spots	1	1	550
63	M-F 530p News ...T...	01	1700	30 Comme	Nbr of Spots	1	1	1700
64	M-F 6p News ...T...	01	2600	30 Comme	Nbr of Spots	1	1	2600
65	M-F 6a News ...T...	01	1500	30 Comme	Nbr of Spots	1	1	1500
66	M-F 630p ET / 530p CT NBC Nightly News	01	7000	30	Nbr of Spots	1	1	7000
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Closed PR					1	1	2	



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<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	Total	Cost
67	M-F 7p News ...T...	01	2200	30 Comme	Nbr of Spots	1	1	2200
68	M-F 7a Today Show ...T...	01	2000	30 Comme	Nbr of Spots	1	1	2000
69	M-F 730p Entertainment Tonight ...T...	01	2200	30 Comme	Nbr of Spots	1	1	2200
70	Thu 8-9p ET / 7-8p CT 30 Rock / Up All Night ...T...	03	3500	30 Comme	Nbr of Spots	1	1	3500
71	M-F 9a Today Show II ...T...	01	1050	30 Comme	Nbr of Spots	1	1	1050
72	M-F 1p Days Of Our Lives ...T...	02	600	30 Comme	Nbr of Spots	1	1	600
73	M-F 10a News ...T...	02	275	30 Comme	Nbr of Spots	1	1	275
74	Tue 10p ET / 9p CT Go On ...T....	01		30 Comme	Nbr of Spots			
75	M-F 1030a Extra ...T....	02	250	30 Comme	Nbr of Spots	1	1	250
76	M-Su 11p News ...T....	01	2500	30 Comme	Nbr of Spots	1	1	2500
77	M-F 1135p ET / 1035p CT Tonight Show ...T....	01	1300	30 Comme	Nbr of Spots	1	1	1300
<b>Weekly Totals: Total Spots(Ord Spots)</b>					69	41	110	
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78	M-F 11a Daytime .T.....	02	225	30 Comme	Nbr of Spots	1	1	225
79	M-F 12p Today Show III .T.....	01	400	30 Comme	Nbr of Spots	1	1	400
80	M-F 2p Rachael Ray .T.....	02	450	30 Comme	Nbr of Spots	1	1	450
81	M-F 3p Doctors .T.....	02	750	30 Comme	Nbr of Spots	1	1	750
82	M-F 4p Dr Oz .T.....	01	1130	30 Comme	Nbr of Spots	1	1	1130
83	M-F 5p News .T.....	01	1700	30 Comme	Nbr of Spots	1	1	1700
84	M-F 530a News .T.....	01	550	30 Comme	Nbr of Spots	1	1	550
85	M-F 530p News .T.....	01	1700	30 Comme	Nbr of Spots	1	1	1700
86	M-F 6p News .T.....	01	2600	30 Comme	Nbr of Spots	1	1	2600
87	M-F 6a News .T.....	01	1500	30 Comme	Nbr of Spots	1	1	1500
88	M-F 7p News .T.....	01	2200	30 Comme	Nbr of Spots	1	1	2200
89	M-F 7a Today Show .T.....	01	2000	30 Comme	Nbr of Spots	1	1	2000
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90	Tue 8-10p ET / 7-9p CT Voice T.....	03	11000	30 Comme		1	1	11000
91	M-F 9a Today Show II T.....	01	1050	30 Comme		1	1	1050
92	M-F 1p Days Of Our Lives ..W....	02	600	30 Comme	1		1	600
93	M-F 10a News ..W....	02	275	30 Comme	1		1	275
94	Wed 10p ET / 9p CT Chicago Fire ..W....	01	10000	30 Comme	1		1	10000
95	M-F 1030a Extra ..W....	02	250	30 Comme	1		1	250
96	M-Su 11p News ..W....	01	2500	30 Comme	1		1	2500
97	M-F 1135p ET / 1035p CT Tonight Show ..W....	01	1300	30 Comme	1		1	1300
98	M-F 11a Daytime ..W....	02	225	30 Comme	1		1	225
99	M-F 12p Today Show III ..W....	01	400	30 Comme	1		1	400
100	M-F 2p Rachael Ray ..W....	02	450	30 Comme	1		1	450
101	M-F 3p Doctors ..W....	02	750	30 Comme	1		1	750
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Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	Total	Cost
102	M-F 4p Dr Oz ..W....	01	1130	30 Comme	1		1	1130
103	M-F 5p News ..W....	01	1700	30 Comme	1		1	1700
104	M-F 530a News ..W....	01	550	30 Comme	1		1	550
105	M-F 530p News ..W....	01	1700	30 Comme	1		1	1700
106	M-F 6p News ..W....	01	2600	30 Comme	1		1	2600
107	M-F 6a News ..W....	01	1500	30 Comme	1		1	1500
108	M-F 7p News ..W....	01	2200	30 Comme	1		1	2200
109	M-F 7a Today Show ..W....	01	2000	30 Comme	1		1	2000
110	M-F 9a Today Show II ..W....	01	1050	30 Comme	1		1	1050
111	Wed 9p ET / 8p CT Law & Order SVU ..W....	01	10000	30 Comme	1		1	10000
112	NBC News Special ..T.....	01	7500	30 Comme		1	1	7500
Weekly Totals: Total Spots(Ord Spots)					69	41	110	
Closed PR					1	1	2	

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
45	Sun 10a Meet The Press	:30 Commercial	10/22/12	Closed Pre Emption	6,500.00	No Makegood / Credit	0000000000	E:063877280
74	Tue 10p ET / 9p CT Go On	:30 Commercial	10/29/12	Closed Pre Emption	0.00	112 (10/30)	0000184126	E:063877280

Grand Totals

		Month 10 Weeks: 4		Month 11 Weeks: 4	
		10/22		10/29	
Totals		110	69		41
Spots					
Cost		255850	164990		90860

Grand Totals:

Spots:	110
Gross Total:	255,850.00
Commission:	38,377.50
Net Total:	217,472.50

REP HEADLINE# 0387728  
 \$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399  
 CREDIT ADVISORY: AGENCY  
 ORDER WORKSHEET

FAX# 703-516-9680  
 CREDIT RISK !!!  
 HARRIS REPORT FROM REP  
 \*\*CHANGES\*\* \*\*\* WFLA-TV \*\*\*

AGY # \_\_\_\_\_ AGY NAME CROSSROADS MEDIA LLC

REP.# \_\_\_\_\_ OFF.# \_\_\_\_\_ SALESMAN # \_\_\_\_\_

AGY # \_\_\_\_\_ AGY NAME CROSSROADS MEDIA LLC

BUYER NAME MICHELLE SANTUOSO

60 CANAL CENTER PLAZA, SUITE 555

SALES PRSN WA- MEGHAN MCGARR (H)

ALEXANDRIA, VA 22314

ORDER # \_\_\_\_\_ CONTRACT # 6387728

CLASS: NATL. LOCAL REGIONAL

PRDCT AMERICAN CROSSROADS EST#1257 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT24/12 OCT30/12 WK-1

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED

DATE OCT22/12 21.37

REP: REVISION 10/22  
 EGM CHANGE  
 TILL SAME  
 PLEASE CONFIRM  
 THANKS! BRIAN FOR MEGHAN

CON CM AMERICAN CROSSROADS

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
2	NZ		1000A-1030A	30		\$275.00	10/26	10/26	1		FRI	1
AGENCY ADVERTISER CODE = 11												
AGENCY PRODUCT CODE = 27												
AGENCY EST# = 1257												
4	NZ		1030A-1100A	30		\$250.00	10/26	10/26	1		FRI	1
PROGRAM : NEWS												
CON COM1: NEWS												
7	NZ		1100A-1200N	30		\$225.00	10/26	10/26	1		FRI	1
PROGRAM : DAYTIME												
CON COM1: DAYTIME												

NOV 01 2012

10/22/12 PCC

FAX# 703-516-9680  
CREDIT RISK !!!  
HARRIS REPORT FROM REP  
OCT22/12 21.37  
\*\*\*CHANGES\*\*\*  
\*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
17		NZ	700P-730P	30		\$2,200.00	10/26	10/26	1		FRI	1
PROGRAM : NEWS												
CON COM1: NEWS												
21		NZ	1000A-1030A	30		\$275.00	10/29	10/29	1		MON	1
PROGRAM : NEWS												
CON COM1: NEWS												
23		NZ	1030A-1100A	30		\$250.00	10/29	10/29	1		MON	1
PROGRAM : EXTRA												
CON COM1: EXTRA												
26		NZ	1100A-1200N	30		\$225.00	10/29	10/29	1		MON	1
PROGRAM : DAYTIME												
CON COM1: DAYTIME												
36		NZ	700P-730P	30		\$2,200.00	10/29	10/29	1		MON	1
PROGRAM : NEWS												
CON COM1: NEWS												
38		NZ	730P-800P	30		\$2,200.00	10/29	10/29	1		MON	1
PROGRAM : ET												
CON COM1: ET												
52		NZ	1000A-1030A	30		\$275.00	10/25	10/25	1		THU	1
PROGRAM : NEWS												
CON COM1: NEWS												
53		NZ	1000P-1100P	30		\$8,000.00	10/25	10/25	1		THU	1
PROGRAM : ROCKCENTER												
CON COM1: ROCKCENTER												
54		NZ	1030A-1100A	30		\$250.00	10/25	10/25	1		THU	1
PROGRAM : NEWS												
CON COM1: NEWS												

FAX# 703-516-9680  
CREDIT RISK !!  
HARRIS REPORT FROM REP OCT22/12 21.37  
\*\*CHANGES\*\* \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
57	NZ		1100A-1200N	30		\$225.00	10/25	10/25	1		THU	1
PROGRAM : DAYTIME												
CON COM1: DAYTIME												
67	NZ		700P-730P	30		\$2,200.00	10/25	10/25	1		THU	1
PROGRAM : NEWS												
CON COM1: NEWS												
69	NZ		730P-800P	30		\$2,200.00	10/25	10/25	1		THU	1
PROGRAM : ET												
CON COM1: ET												
70	NZ		800P-900P	30		\$3,500.00	10/25	10/25	1		THU	1
PROGRAM : 30 ROCK/UP ALL NIGHT												
CON COM1: 30 ROCK/UP ALL NIGHT												
73	NZ		1000A-1030A	30		\$275.00	10/30	10/30	1		TUE	1
PROGRAM : NEWS												
CON COM1: NEWS												
74	NZ		1000P-1100P	30		\$7,500.00	10/30	10/30	1		TUE	1
PROGRAM : GO ON/NEW NORMAL												
CON COM1: GO ON/NEW NORMAL												
75	NZ		1030A-1100A	30		\$250.00	10/30	10/30	1		TUE	1
PROGRAM : EXTRA												
CON COM1: EXTRA												
78	NZ		1100A-1200N	30		\$225.00	10/30	10/30	1		TUE	1
PROGRAM : DAYTIME												
CON COM1: DAYTIME												
88	NZ		700P-730P	30		\$2,200.00	10/30	10/30	1		TUE	1
PROGRAM : NEWS												
CON COM1: NEWS												



REP HEADLINE# 6387728  
 \$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 OCT22/12 21.37  
 \*\*\* CHANGES \*\*\* \*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
90	T		800P-1000P	30		11000.00	10/30	10/30	1		TUE	1
PROGRAM : THE VOICE RESULTS												
CON COM1: THE VOICE RESULTS												
93	NZ		1000A-1030A	30		\$275.00	10/24	10/24	1		WED	1
PROGRAM : NEWS												
CON COM1: NEWS												
95	NZ		1030A-1100A	30		\$250.00	10/24	10/24	1		WED	1
PROGRAM : EXTRA												
CON COM1: EXTRA												
98	NZ		1100A-1200N	30		\$225.00	10/24	10/24	1		WED	1
PROGRAM : DAYTIME												
CON COM1: DAYTIME												
108	NZ		700P-730P	30		\$2,200.00	10/24	10/24	1		WED	1
PROGRAM : NEWS												
CON COM1: NEWS												
OCT/12	171490.00	NOV/12	90860.00									
CONTRACT TOTAL												262350.00
TOTAL SPOTS												111

MARKET TOTALS \$1,008,765 WFLA 26% WFTS 25% WTSP 25% WTVT 24% WTOG 0% WTTA 0% WMOR 0%  
 WMOX 0% WXPX 0% WWSB 0% CABL 0%

SHARES ARE ACCURATE, EXCEPT WTVT WHICH IS ESTIMATED

SVC- NSI  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

REP HEADLINE# 6387728  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399  
CREDIT ADVISORY: AGENCY  
ORDER WORKSHEET

FAX# 703-516-9680  
CREDIT RISK !!!  
HARRIS REPORT FROM REP

OCT19/12 19.03  
\*\*\* WFLA-TV \*\*\*

ALV # \_\_\_\_\_ ADV. NAME \_\_\_\_\_ CROSSROADS  
AGY # \_\_\_\_\_ AGT. NAME CROSSROADS MEDIA LLC

66 CANAL CENTER PLAZA, SUITE 555

ALEXANDRIA, VA 22314

REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_ SALESMAN # \_\_\_\_\_

BUYER NAME MICHELLE SANTUOSO

SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # \_\_\_\_\_ CONTRACT # 6387728

CLASS: NATL. \_\_\_\_\_ LOCAL \_\_\_\_\_ REGIONAL \_\_\_\_\_

PRDCT AMERICAN CROSSROADS EST#1257 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT24/12 OCT30/12 WK-1

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_

DATE OCT19/12 19.03

REP: NEW ORDER  
TTL \$267,350 @11X  
PLEASE CONFIRM  
THANKS! KIM FOR MEGHAN

CON CM AMERICAN CROSSROADS



9/16/12

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 11 AGENCY EST# = 1257  
AGENCY PRODUCT CODE = 27

1			100P-200P	30		\$600.00	10/26	10/26	1		FRI	1
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PROGRAM : DAYS-OUR LIVES  
CON COM1: DAYS-OUR LIVES

2			1000A-1030A	30		\$275.00	10/26	10/26	1		FRI	1
---	--	--	-------------	----	--	----------	-------	-------	---	--	-----	---

PROGRAM : LAYTIME  
CON COM1: DAYTIME

3			1000P-1100P	30		10000.00	10/26	10/26	1		FRI	1
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PROGRAM : DATELINE FR-NBC  
CON COM1: DATELINE FR-NBC

REP HEADLINE# 6387728  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT19/12 19.03  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			1030A-1100A PROGRAM : DAYTIME NEWS CON COM1: DAYTIME NEWS	30		\$250.00	10/26	10/26	1		FRI	1
5			1100P-1135P PROGRAM : NEWS CHANNEL 8 @11PM CON COM1: NEWS CHANNEL 8 @11PM	30		\$2,500.00	10/26	10/26	1		FRI	1
6			1135P-1237A PROGRAM : TONITE SHW-NBC< CON COM1: TONITE SHW-NBC<	30		\$1,300.00	10/26	10/26	1		FRI	1
7			1100A-1200N PROGRAM : 11AM PAID PROG/1130AM PAID PR CON COM1: 11AM PAID PROG/1130AM PAID PR	30		\$225.00	10/26	10/26	1		FRI	1
8			1200N-100P PROGRAM : TODAY SHW3-NBC CON COM1: TODAY SHW3-NBC	30		\$400.00	10/26	10/26	1		FRI	1
9			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$450.00	10/26	10/26	1		FRI	1
10			300P-400P PROGRAM : DOCTORS< CON COM1: DOCTORS<	30		\$750.00	10/26	10/26	1		FRI	1
11			400P-500P PROGRAM : DR. OZ< CON COM1: DR. OZ<	30		\$1,130.00	10/26	10/26	1		FRI	1
12			500P-530P PROGRAM : NWSCH8 AT 5P< CON COM1: NWSCH8 AT 5P<	30		\$1,700.00	10/26	10/26	1		FRI	1

REP HEADLINE# 6387728  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT19/12 19.03  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
13			530A-600A PROGRAM : NC8 TODAY@5:30< CON COM1: NC8 TODAY@5:30<	30		\$550.00	10/26	10/26	1		FRI	1
14			530P-600P PROGRAM : NWSCH8 @5:30P< CON COM1: NWSCH8 @5:30P<	30		\$1,700.00	10/26	10/26	1		FRI	1
15			600P-630P PROGRAM : NWSCH8 AT SIX< CON COM1: NWSCH8 AT SIX<	30		\$2,600.00	10/26	10/26	1		FRI	1
16			600A-700A PROGRAM : NC8 TODAY@6AM< CON COM1: NC8 TODAY@6AM<	30		\$1,500.00	10/26	10/26	1		FRI	1
17			700P-730P PROGRAM : ENT TONIGHT 30< CON COM1: ENT TONIGHT 30<	30		\$2,200.00	10/26	10/26	1		FRI	1
18			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$2,000.00	10/26	10/26	1		FRI	1
19			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$1,050.00	10/26	10/26	1		FRI	1
20			100P-200P PROGRAM : DAYS-OUR LIVES CON COM1: DAYS-OUR LIVES	30		\$600.00	10/29	10/29	1		MON	1
21			1000A-1030A PROGRAM : DAYTIME CON COM1: DAYTIME	30		\$275.00	10/29	10/29	1		MON	1

*Handwritten:* 10/26/29

OCT19/12 19.03

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
22			1000P-1100P PROGRAM : REVOLUTION CON COM1 : REVOLUTION	30		\$7,500.00	10/29	10/29	1		MON	1
23			1030A-1100A PROGRAM : CON COM1 :	30		\$250.00	10/29	10/29	1		MON	1
24			1100P-1135P PROGRAM : DAYTIME CON COM1 : DAYTIME	30		\$2,500.00	10/29	10/29	1		MON	1
25			1135P-1237A PROGRAM : NEWS CHANNEL 8 @11PM CON COM1 : NEWS CHANNEL 8 @11PM	30		\$1,300.00	10/29	10/29	1		MON	1
26			1100A-1200N PROGRAM : TONITE SHW-NBC CON COM1 : TONITE SHW-NBC	30		\$225.00	10/29	10/29	1		MON	1
27			11AM PAID PROG/1130AM PAID FR CON COM1 : 11AM PAID PROG/1130AM PAID FR	30		\$400.00	10/29	10/29	1		MON	1
28			200P-300P PROGRAM : TODAY SHW3-NBC CON COM1 : TODAY SHW3-NBC	30		\$450.00	10/29	10/29	1		MON	1
29			300P-400P PROGRAM : RACHAEL RAY CON COM1 : RACHAEL RAY	30		\$750.00	10/29	10/29	1		MON	1
30			400P-500P PROGRAM : DOCTORS CON COM1 : DOCTORS	30		\$1,130.00	10/29	10/29	1		MON	1

REF HEADLINE# 6387728  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT19/12 19.03  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
31			530A-600A PROGRAM : NC8 TODAY@5:30< CON COM1: NC8 TODAY@5:30<	30		\$550.00	10/29	10/29	1		MON	1
32			530P-600P PROGRAM : NWSCH8 @5:30P< CON COM1: NWSCH8 @5:30P<	30		\$1,700.00	10/29	10/29	1		MON	1
33			600P-630P PROGRAM : NWSCH8 AT SIX< CON COM1: NWSCH8 AT SIX<	30		\$2,600.00	10/29	10/29	1		MON	1
34			600A-700A PROGRAM : NC8 TODAY@6AM< CON COM1: NC8 TODAY@6AM<	30		\$1,500.00	10/29	10/29	1		MON	1
35			630P-700P PROGRAM : NBC NITELY NWS< CON COM1: NBC NITELY NWS<	30		\$7,000.00	10/29	10/29	1		MON	1
36			700P-730P PROGRAM : ENT TONIGHT 30< CON COM1: ENT TONIGHT 30<	30		\$2,200.00	10/29	10/29	1		MON	1
37			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$2,000.00	10/29	10/29	1		MON	1
38			730P-800P PROGRAM : EXTRA< 17 CON COM1: EXTRA< 17	30		\$2,200.00	10/29	10/29	1		MON	1
39			800P-1000P PROGRAM : THE VOICE CON COM1: THE VOICE	30		15000.00	10/29	10/29	1		MON	1

OCT 19 / 12 19.03  
WFT, A-TV

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
40			500A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$1,050.00	10/29	10/29	1		MON	1
41			1100P-1135P PROGRAM : NEWS CHANNEL 8 @11PM CON COM1: NEWS CHANNEL 8 @11PM	30		\$2,500.00	10/27	10/27	1		SAT	1
42			1130P-101A PROGRAM : SAT NITE LIVE< CON COM1: SAT NITE LIVE<	30		\$2,050.00	10/27	10/27	1		SAT	1
43			630P-700P PROGRAM : NBC NIGHTLY NEWS - SAT CON COM1: NBC NIGHTLY NEWS - SAT	30		\$7,000.00	10/27	10/27	1		SAT	1
44			700A-900A PROGRAM : THE TODAY SHOW - SATURDAY CON COM1: THE TODAY SHOW - SATURDAY	30		\$1,000.00	10/27	10/27	1		SAT	1
45			1000A-1100A PROGRAM : MEET PRESS-SUN CON COM1: MEET PRESS-SUN	30		\$6,500.00	10/28	10/28	1		SUN	1
46			600P-630P PROGRAM : NEWSCH8-6 SUN CON COM1: NEWSCH8-6 SUN	30		\$1,600.00	10/28	10/28	1		SUN	1
47			630P-700P PROGRAM : NBC-NWS SUN CON COM1: NBC-NWS SUN	30		\$8,000.00	10/28	10/28	1		SUN	1
48			500A-900A PROGRAM : SUN TODAY-NBC CON COM1: SUN TODAY-NBC	30		\$1,100.00	10/28	10/28	1		SUN	1

SET HEADLINE# 0387728  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-2680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT19/12 19.03  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
49			815P-1130P	30		28000.00	10/28	10/28	1		SUN	1
PROGRAM : NBC SUN-FTBL<												
CON COM1: NBC SUN-FTBL<												
50			900A-1000A	30		\$600.00	10/28	10/28	1		SUN	1
PROGRAM : NWSCH8 SUN-AM												
CON COM1: NWSCH8 SUN-AM												
51			100P-200P	30		\$600.00	10/25	10/25	1		THU	1
PROGRAM : DAYS-OUR LIVES												
CON COM1: DAYS-OUR LIVES												
52			1000A-1030A	30		\$275.00	10/25	10/25	1		THU	1
PROGRAM : DAYTIME NEWS												
CON COM1: DAYTIME NEWS												
53			1000P-1100P	30		\$8,000.00	10/25	10/25	1		THU	1
PROGRAM : PRIME SUSP-NBC												
CON COM1: PRIME SUSP-NBC												
54			1030A-1100A	30		\$250.00	10/25	10/25	1		THU	1
PROGRAM : DAYTIME NEWS												
CON COM1: DAYTIME NEWS												
55			1100P-1135P	30		\$2,500.00	10/25	10/25	1		THU	1
PROGRAM : NEWS CHANNEL 8 @11PM												
CON COM1: NEWS CHANNEL 8 @11PM												
56			1135P-1237A	30		\$1,300.00	10/25	10/25	1		THU	1
PROGRAM : TONITE SHW-NBC												
CON COM1: TONITE SHW-NBC												
57			1100A-1200N	30		\$225.00	10/25	10/25	1		THU	1
PROGRAM : 11AM PAID PROG/1130AM PAID PR												
CON COM1: 11AM PAID PROG/1130AM PAID PR												

*baughne*



REP HEADLINE# 6387728  
 \*\*\* ORIGINAL REV#0 \*\*\*

REF: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT19/12 19.03  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
58			1200N-100P PROGRAM : TODAY SHW3-NBC CON COM1: TODAY SHW3-NBC	30		\$400.00	10/25	10/25	1		THU	1
59			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$450.00	10/25	10/25	1		THU	1
60			300P-400P PROGRAM : DOCTORS< CON COM1: DOCTORS<	30		\$750.00	10/25	10/25	1		THU	1
61			400P-500P PROGRAM : DR. OZ< CON COM1: DR. OZ<	30		\$1,130.00	10/25	10/25	1		THU	1
62			530A-600A PROGRAM : NC8 TODAY@5:30< CON COM1: NC8 TODAY@5:30<	30		\$550.00	10/25	10/25	1		THU	1
63			530P-600P PROGRAM : NWSCH8 @5:30P< CON COM1: NWSCH8 @5:30P<	30		\$1,700.00	10/25	10/25	1		THU	1
64			600P-630P PROGRAM : NWSCH8 AT SIX< CON COM1: NWSCH8 AT SIX<	30		\$2,600.00	10/25	10/25	1		THU	1
65			630A-700A PROGRAM : NC8 TODAY@6AM< CON COM1: NC8 TODAY@6AM<	30		\$1,500.00	10/25	10/25	1		THU	1
66			630P-700P PROGRAM : NBC NITELY NWS< CON COM1: NBC NITELY NWS<	30		\$7,000.00	10/25	10/25	1		THU	1

REP HEADLINE# 6387728  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT19/12 19.03  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
67			700P-730P	30		\$2,200.00	10/25	10/25	1		THU	1
PROGRAM : ENT TONIGHT 30< <i>NEWS</i>												
CON COM1: ENT TONIGHT 30< <i>NEWS</i>												
68			700A-900A	30		\$2,000.00	10/25	10/25	1		THU	1
PROGRAM : TODAY SHW												
CON COM1: TODAY SHW												
69			730P-800P	30		\$2,200.00	10/25	10/25	1		THU	1
PROGRAM : EXTRA <i>ET</i>												
CON COM1: EXTRA <i>ET</i>												
70			800P-900P	30		\$3,500.00	10/25	10/25	1		THU	1
PROGRAM : COMMUNITY-NBC/PARK & REE-NBC												
CON COM1: COMMUNITY-NBC/PARK & REE-NBC												
71			900A-1000A	30		\$1,050.00	10/25	10/25	1		THU	1
PROGRAM : TODAY SHW2-NBC												
CON COM1: TODAY SHW2-NBC												
72			100P-200P	30		\$600.00	10/30	10/30	1		TUE	1
PROGRAM : DAYS-OUR LIVES												
CON COM1: DAYS-OUR LIVES												
73			1000A-1030A	30		\$275.00	10/30	10/30	1		TUE	1
PROGRAM : DAYTIME <i>NEWS</i>												
CON COM1: DAYTIME <i>NEWS</i>												
74			1000P-1100P	30		\$7,500.00	10/30	10/30	1		TUE	1
PROGRAM : PARENTHOOD-NBC												
CON COM1: PARENTHOOD-NBC												
75			1030A-1100A	30		\$250.00	10/30	10/30	1		TUE	1
PROGRAM : DAYTIME <i>EXTRA</i>												
CON COM1: DAYTIME <i>EXTRA</i>												

*GO ON/NEW NORMAL*

*30 PEEK/UP MIGHT*

OCT 19/12 19.03  
\*\*\* WFLA-TV \*\*\*

LINE#:REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
:LINE#:	:	:	:	:	:	DATE	DATE	/WK	INVT	:	SPTS:
76		1100P-1135P	30		\$2,500.00	10/30	10/30	1		TUE	1
PROGRAM : NEWS CHANNEL 8 @11PM											
CON COM1: NEWS CHANNEL 8 @11PM											
77		1135P-1237A	30		\$1,300.00	10/30	10/30	1		TUE	1
PROGRAM : TONITE SHW-NBC<											
CON COM1: TONITE SHW-NBC<											
78		1100A-1200N	30		\$225.00	10/30	10/30	1		TUE	1
PROGRAM : 11AM PAID PROG/1130AM PAID PR <i>Rayne</i>											
CON COM1: 11AM PAID PROG/1130AM PAID PR											
79		1200N-100P	30		\$400.00	10/30	10/30	1		TUE	1
PROGRAM : TODAY SHW3-NBC											
CON COM1: TODAY SHW3-NBC											
80		200P-300P	30		\$450.00	10/30	10/30	1		TUE	1
PROGRAM : RACHAEL RAY											
CON COM1: RACHAEL RAY											
81		300P-400P	30		\$750.00	10/30	10/30	1		TUE	1
PROGRAM : DOCTORS<											
CON COM1: DOCTORS<											
82		400P-500P	30		\$1,130.00	10/30	10/30	1		TUE	1
PROGRAM : DR. OZ<											
CON COM1: DR. OZ<											
83		500P-530P	30		\$1,700.00	10/30	10/30	1		TUE	1
PROGRAM : NWSCH8 AT 5P<											
CON COM1: NWSCH8 AT 5P<											
84		530A-600A	30		\$550.00	10/30	10/30	1		TUE	1
PROGRAM : NC8 TODAY@5:30<											
CON COM1: NC8 TODAY@5:30<											

REF HEADLINE# 4387728  
 \*\*\* ORIGINAL REV#0 \*\*\*

REF: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 OCT19/12 19.03  
 \*\*\* WFLA-TV \*\*\*

LINE#	REF	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
85			530P-600P PROGRAM : NWSCH8 @5:30P< CON COM1 : NWSCH8 @5:30P<	30		\$1,700.00	10/30	10/30	1		TUE	1
86			600P-630P PROGRAM : NWSCH8 AT SIX< CON COM1 : NWSCH8 AT SIX<	30		\$2,600.00	10/30	10/30	1		TUE	1
87			600A-700A PROGRAM : NC8 TODAY@6AM< CON COM1 : NC8 TODAY@6AM<	30		\$1,500.00	10/30	10/30	1		TUE	1
88			700P-730P PROGRAM : ENT TONIGHT 30< CON COM1 : ENT TONIGHT 30< <i>NEWS</i>	30		\$2,200.00	10/30	10/30	1		TUE	1
89			700A-900A PROGRAM : TODAY SHW CON COM1 : TODAY SHW	30		\$2,000.00	10/30	10/30	1		TUE	1
90			800P-900P <i>10P</i> PROGRAM : THE VOICE RESULTS CON COM1 : THE VOICE RESULTS	30		11000.00	10/30	10/30	1		TUE	1
91			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1 : TODAY SHW2-NBC	30		\$1,050.00	10/30	10/30	1		TUE	1
92			100P-200P PROGRAM : DAYS-OUR LIVES CON COM1 : DAYS-OUR LIVES	30		\$600.00	10/24	10/24	1		WED	1
93			1000A-1030A PROGRAM : DAYTIME <i>NEWS</i> CON COM1 : DAYTIME <i>NEWS</i>	30		\$275.00	10/24	10/24	1		WED	1

REP HEADLINE# 703-728  
 \*\*\* ORIGINAL REV#0 \*\*\*

REF: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT19/12 19.03  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
94			1000P-1100P PROGRAM : CHICAGO FIRE CON COM1 : CHICAGO FIRE	30		10000.00	10/24	10/24	1		WED	1
95			1030A-1100A PROGRAM : DAYTIME <i>EXM</i> CON COM1 : DAYTIME	30		\$250.00	10/24	10/24	1		WED	1
96			1100P-1135P PROGRAM : NEWS CHANNEL 8 @11PM CON COM1 : NEWS CHANNEL 8 @11PM	30		\$2,500.00	10/24	10/24	1		WED	1
97			1135P-1237A PROGRAM : TONITE SHW-NBC CON COM1 : TONITE SHW-NBC	30		\$1,300.00	10/24	10/24	1		WED	1
98			1100A-1200N PROGRAM : 11AM PAID PROG/1130AM PAID PR <i>Daytime</i> CON COM1 : 11AM PAID PROG/1130AM PAID PR	30		\$225.00	10/24	10/24	1		WED	1
99			1200N-100P PROGRAM : TODAY SHW3-NBC CON COM1 : TODAY SHW3-NBC	30		\$400.00	10/24	10/24	1		WED	1
100			200P-300P PROGRAM : RACHAEL RAY CON COM1 : RACHAEL RAY	30		\$450.00	10/24	10/24	1		WED	1
101			300P-400P PROGRAM : DOCTORS CON COM1 : DOCTORS	30		\$150.00	10/24	10/24	1		WED	1
102			400P-500P PROGRAM : DR. OZ CON COM1 : DR. OZ	30		\$1,130.00	10/24	10/24	1		WED	1

REP HEADLINE# 6327728  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP

OCT19/12 19.03  
\*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
103			500P-530P PROGRAM : NWSCH8 AT 5P< CON COM1: NWSCH8 AT 5P<	30		\$1,700.00	10/24	10/24	1		WED	1
104			530A-600A PROGRAM : NC8 TODAY@5:30< CON COM1: NC8 TODAY@5:30<	30		\$550.00	10/24	10/24	1		WED	1
105			530P-600P PROGRAM : NWSCH8 @5:30P< CON COM1: NWSCH8 @5:30P<	30		\$1,700.00	10/24	10/24	1		WED	1
106			600P-630P PROGRAM : NWSCH8 AT SIX< CON COM1: NWSCH8 AT SIX<	30		\$2,600.00	10/24	10/24	1		WED	1
107			600A-700A PROGRAM : NC8 TODAY@6AM< CON COM1: NC8 TODAY@6AM<	30		\$1,500.00	10/24	10/24	1		WED	1
108			700P-730P PROGRAM : ENT TONIGHT 30< CON COM1: ENT TONIGHT 30< <i>NWS</i>	30		\$2,200.00	10/24	10/24	1		WED	1
109			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$2,000.00	10/24	10/24	1		WED	1
110			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$1,050.00	10/24	10/24	1		WED	1
111			900P-1100P PROGRAM : LAW & ORDER SVU (9/26 ONLY) CON COM1: LAW & ORDER SVU (9/26 ONLY)	30		10000.00	10/24	10/24	1		WED	1

REP HEADLINE# 036728  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT19/12 19.03  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
OCT/12			171400.00	NOV/12		90860.00						
CONTRACT TOTAL												262350.00
TOTAL SPOTS												111

MARKET TOTALS \$1,008,765 WFLA 25% WFTS 25% WTSP 25% WTVT 24% WTOG 0% WTTA 0% WMOR 0%  
 WMOX 0% WXPX 0% WWSB 0% CABL 0%  
 SHARES ARE ACCURATE, EXCEPT WTVT WHICH IS ESTIMATED  
 SVC- NSI  
 DEMOS- RA33+\*

Crossroads Media  
66 Canal Center Plaza  
Suite 555  
Alexandria VA 22314

American Crossroads/ Issue  
Submission Number 813 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	American Crossroads/ Issue	Submission Cost:	262350	Campaign Ref:	E:063877280
Buyer:	..	Client/Product/Estimate:	11/27/1257	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/22/12 to 11/04/12	Weeks:	2	Order Ref:	06387728
Est./PO Number:	06387728	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	American Crossroads	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	10/22	10/29	Total	Cost
1	M-F 1p Days Of Our Lives ...F..	02	600	30 Comme	Nbr of Spots	1		1	600
2	M-F 10a News ...F..	02	275	30 Comme	Nbr of Spots	1		1	275
3	Fri 10p ET / 9p CT Dateline NBC Friday ...F..	01	10000	30 Comme	Nbr of Spots	1		1	10000
4	M-F 1030a Extra ...F..	02	250	30 Comme	Nbr of Spots	1		1	250
5	M-Su 11p News ...F..	01	2500	30 Comme	Nbr of Spots	1		1	2500
6	M-F 1135p ET / 1035p CT Tonight Show ...F..	01	1300	30 Comme	Nbr of Spots	1		1	1300
7	M-F 11a Daytime ...F..	02	225	30 Comme	Nbr of Spots	1		1	225
8	M-F 12p Today Show III ...F..	01	400	30 Comme	Nbr of Spots	1		1	400
9	M-F 2p Rachael Ray	02	450	30 Comme	Nbr of Spots	1		1	450
Weekly Totals: Total Spots(Ord Spots)						70	41	111	



**Crossroads Media**  
 66 Canal Center Plaza  
 Suite 555  
 Alexandria VA 22314

**American Crossroads/ Issue**  
 Submission Number 813 Issue 1



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

**PHONE (813) 228-8886**

**Original**

<b>Client:</b> American Crossroads/ Issue	<b>Submission Cost:</b> 262350	<b>Campaign Ref:</b> E:063877280
<b>Buyer:</b>	<b>Client/Product/Estimate:</b> 11 / 27 / 1257	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/22/12 to 11/04/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06387728
<b>Est./PO Number:</b> 06387728	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	Total	Cost
10	M-F 3p Doctors ...F..	02	750	30 Comme	Nbr of Spots 1		1	750
11	M-F 4p Dr Oz ...F..	01	1130	30 Comme	Nbr of Spots 1		1	1130
12	M-F 5p News ...F..	01	1700	30 Comme	Nbr of Spots 1		1	1700
13	M-F 530a News ...F..	01	550	30 Comme	Nbr of Spots 1		1	550
14	M-F 530p News ...F..	01	1700	30 Comme	Nbr of Spots 1		1	1700
15	M-F 6p News ...F..	01	2600	30 Comme	Nbr of Spots 1		1	2600
16	M-F 6a News ...F..	01	1500	30 Comme	Nbr of Spots 1		1	1500
17	M-F 7p News ...F..	01	2200	30 Comme	Nbr of Spots 1		1	2200
18	M-F 7a Today Show ...F..	01	2000	30 Comme	Nbr of Spots 1		1	2000
19	M-F 9a Today Show II ...F..	01	1050	30 Comme	Nbr of Spots 1		1	1050
20	M-F 1p Days Of Our Lives ...F..	02	600	30 Comme	Nbr of Spots 1		1	600
<b>Weekly Totals: Total Spots(Ord Spots)</b>					70	41	111	

**Crossroads Media**  
 66 Canal Center Plaza  
 Suite 555  
 Alexandria VA 22314

**American Crossroads/ Issue**  
 Submission Number 813 Issue 1



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

PHONE (813) 228-8888

**Original**

<b>Client:</b> American Crossroads/ Issue	<b>Submission Cost:</b> 262350	<b>Campaign Ref:</b> E:063877280
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 11 / 27 / 1257	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/22/12 to 11/04/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06387728
<b>Est./PO Number:</b> 06387728	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	Total	Cost
21	M-F 10a News M.....	02	275	30 Comme		1	1	275
22	Mon 10p ET / 9p CT Revolution M.....	01	7500	30 Comme		1	1	7500
23	M-F 1030a Extra M.....	02	250	30 Comme		1	1	250
24	M-Su 11p News M.....	01	2500	30 Comme		1	1	2500
25	M-F 1135p ET / 1035p CT Tonight Show M.....	01	1300	30 Comme		1	1	1300
26	M-F 11a Daytime M.....	02	225	30 Comme		1	1	225
27	M-F 12p Today Show III M.....	01	400	30 Comme		1	1	400
28	M-F 2p Rachael Ray M.....	02	450	30 Comme		1	1	450
29	M-F 3p Doctors M.....	02	750	30 Comme		1	1	750
30	M-F 4p Dr Oz M.....	01	1130	30 Comme		1	1	1130
31	M-F 530a News	01	550	30		1	1	550
<b>Weekly Totals: Total Spots(Ord Spots)</b>					70	41	111	

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Alexandria VA 22314

American Crossroads/ Issue  
Submission Number 813 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8886

Original

Client:	American Crossroads/ Issue	Submission Cost:	262350	Campaign Ref:	E:063877280
Buyer:		Client/Product/Estimate:	11 / 27 / 1257	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/22/12 to 11/04/12	Weeks:	2	Order Ref:	06387728
Est./PO Number:	06387728	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	Total	Cost
32	M-F 530p News M.....	01	1700	30 Comme		1	1	1700
33	M-F 6p News M.....	01	2600	30 Comme		1	1	2600
34	M-F 6a News M.....	01	1500	30 Comme		1	1	1500
35	M-F 630p ET / 530p CT NBC Nightly News M.....	01	7000	30 Comme		1	1	7000
36	M-F 7p News M.....	01	2200	30 Comme		1	1	2200
37	M-F 7a Today Show M.....	01	2000	30 Comme		1	1	2000
38	M-F 730p Entertainment Tonight M.....	01	2200	30 Comme		1	1	2200
39	Mon 8-10p ET / 7-9p CT Voice M.....	02	15000	30 Comme		1	1	15000
40	M-F 9a Today Show II M.....	01	1050	30 Comme		1	1	1050
41	M-Su 11p News .....S.	01	2500	30 Comme	1		1	2500
Weekly Totals: Total Spots(Ord Spots)					70	41	111	

**Crossroads Media**  
 66 Canal Center Plaza  
 Suite 555  
 Alexandria VA 22314

**American Crossroads/ Issue**  
 Submission Number 813 Issue 1



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

**PHONE (813) 228-8888**

**Original**

<b>Client:</b> American Crossroads/ Issue	<b>Submission Cost:</b> 262350	<b>Campaign Ref:</b> E:063877280
<b>Buyer:</b>	<b>Client/Product/Estimate:</b> 11/27/1257	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/22/12 to 11/04/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06387728
<b>Est./PO Number:</b> 06387728	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	Total	Cost
42	Sat 1130p ET / 1030p CT Saturday Night Live .....S.	01	2630	30 Comme	Nbr of Spots	1	1	2630
43	Sat 630p ET / 530p CT NBC Nightly News .....S.	01	7000	30 Comme	Nbr of Spots	1	1	7000
44	Sat 7a Today Show .....S.	01	1000	30 Comme	Nbr of Spots	1	1	1000
45	Sun 10a Meet The Press .....S	01	6500	30 Comme	Nbr of Spots	1	1	6500
46	Sun 6p News .....S	01	1600	30 Comme	Nbr of Spots	1	1	1600
47	Sun 630p ET / 530p CT NBC Nightly News .....S	01	8000	30 Comme	Nbr of Spots	1	1	8000
48	Sun 8a Today Show .....S	01	1100	30 Comme	Nbr of Spots	1	1	1100
49	Sun 815p ET / 715p CT NBC Sunday Night Football .....S	01	28000	30 Comme	Nbr of Spots	1	1	28000
50	Sun 9a News .....S	01	600	30 Comme	Nbr of Spots	1	1	600
51	M-F 1p Days Of Our Lives .....S	02	600	30	Nbr of Spots	1	1	600
<b>Weekly Totals: Total Spots(Ord Spots)</b>					70	41	111	

**Crossroads Media**  
 66 Canal Center Plaza  
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 Alexandria VA 22314

**American Crossroads/ Issue**  
 Submission Number 813 Issue 1



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

**PHONE (813) 228-8886**

**Original**

<b>Client:</b> American Crossroads/ Issue	<b>Submission Cost:</b> 262350	<b>Campaign Ref:</b> E:063877280
<b>Buyer:</b>	<b>Client/Product/Estimate:</b> 11 / 27 / 1257	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/22/12 to 11/04/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06387728
<b>Est./PO Number:</b> 06387728	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	Total	Cost
52	M-F 10a News ...T...	02	275	30 Comme	Nbr of Spots 1		1	275
53	Thu 10p ET / 9p CT Rock Center ...T...	01	8000	30 Comme	Nbr of Spots 1		1	8000
54	M-F 1030a Extra ...T...	02	250	30 Comme	Nbr of Spots 1		1	250
55	M-Su 11p News ...T...	01	2500	30 Comme	Nbr of Spots 1		1	2500
56	M-F 1135p ET / 1035p CT Tonight Show ...T...	01	1300	30 Comme	Nbr of Spots 1		1	1300
57	M-F 11a Daytime ...T...	02	225	30 Comme	Nbr of Spots 1		1	225
58	M-F 12p Today Show III ...T...	01	400	30 Comme	Nbr of Spots 1		1	400
59	M-F 2p Rachael Ray ...T...	02	450	30 Comme	Nbr of Spots 1		1	450
60	M-F 3p Doctors ...T...	02	750	30 Comme	Nbr of Spots 1		1	750
61	M-F 4p Dr Oz ...T...	01	1130	30 Comme	Nbr of Spots 1		1	1130
62	M-F 530a News	01	550	30 Comme	Nbr of Spots 1		1	550
<b>Weekly Totals: Total Spots(Ord Spots)</b>					70	41	111	

**Crossroads Media**  
 66 Canal Center Plaza  
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 Alexandria VA 22314

**American Crossroads/ Issue**  
 Submission Number 813 Issue 1



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

**PHONE (813) 228-8888**

**Original**

<b>Client:</b> American Crossroads/ Issue	<b>Submission Cost:</b> 262350	<b>Campaign Ref:</b> E:063877280
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 11 / 27 / 1257	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/22/12 to 11/04/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06387728
<b>Est/PO Number:</b> 06387728	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	Total	Cost
63	M-F 530p News ...T...	01	1700	30 Comme	Nbr of Spots	1	1	1700
64	M-F 6p News ...T...	01	2600	30 Comme	Nbr of Spots	1	1	2600
65	M-F 6a News ...T...	01	1500	30 Comme	Nbr of Spots	1	1	1500
66	M-F 630p ET / 530p CT NBC Nightly News ...T...	01	7000	30 Comme	Nbr of Spots	1	1	7000
67	M-F 7p News ...T...	01	2200	30 Comme	Nbr of Spots	1	1	2200
68	M-F 7a Today Show ...T...	01	2000	30 Comme	Nbr of Spots	1	1	2000
69	M-F 730p Entertainment Tonight ...T...	01	2200	30 Comme	Nbr of Spots	1	1	2200
70	Thu 8-9p ET / 7-8p CT 30 Rock / Up All Night ...T...	03	3500	30 Comme	Nbr of Spots	1	1	3500
71	M-F 9a Today Show II ...T...	01	1050	30 Comme	Nbr of Spots	1	1	1050
72	M-F 1p Days Of Our Lives ...T...	02	600	30 Comme	Nbr of Spots	1	1	600
<b>Weekly Totals: Total Spots(Ord Spots)</b>					70	41	111	

**Crossroads Media**  
 66 Canal Center Plaza  
 Suite 555  
 Alexandria VA 22314

**American Crossroads/ Issue**  
 Submission Number 813 Issue 1



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

**PHONE (813) 228-8888**

**Original**

<b>Client:</b> American Crossroads/ Issue	<b>Submission Cost:</b> 262350	<b>Campaign Ref:</b> E:063877280
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 11 / 27 / 1257	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/22/12 to 11/04/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06387728
<b>Est./PO Number:</b> 06387728	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	Total	Cost
73	M-F 10a News .T.....	02	275	30 Comme	Nbr of Spots	1	1	275
74	Tue 10p ET / 9p CT Go On .T.....	01	7500	30 Comme	Nbr of Spots	1	1	7500
75	M-F 1030a Extra .T.....	02	250	30 Comme	Nbr of Spots	1	1	250
76	M-Su 11p News .T.....	01	2500	30 Comme	Nbr of Spots	1	1	2500
77	M-F 1135p ET / 1035p CT Tonight Show .T.....	01	1300	30 Comme	Nbr of Spots	1	1	1300
78	M-F 11a Daytime .T.....	02	225	30 Comme	Nbr of Spots	1	1	225
79	M-F 12p Today Show III .T.....	01	400	30 Comme	Nbr of Spots	1	1	400
80	M-F 2p Rachael Ray .T.....	02	450	30 Comme	Nbr of Spots	1	1	450
81	M-F 3p Doctors .T.....	02	750	30 Comme	Nbr of Spots	1	1	750
82	M-F 4p Dr Oz .T.....	01	1130	30 Comme	Nbr of Spots	1	1	1130
83	M-F 5p News	01	1700	30	Nbr of Spots	1	1	1700
<b>Weekly Totals: Total Spots(Ord Spots)</b>					70	41	111	

Crossroads Media  
66 Canal Center Plaza  
Suite 555  
Alexandria VA 22314

American Crossroads/ Issue  
Submission Number 813 Issue 1



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Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	American Crossroads/ Issue	Submission Cost:	262350	Campaign Ref:	E:063877280
Buyer:		Client/Product/Estimate:	11 / 27 / 1257	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/22/12 to 11/04/12	Weeks:	2	Order Ref:	06387728
Est./PO Number:	06387728	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	Total	Cost
84	M-F 530a News T.....	01	550	30 Comme		1	1	550
85	M-F 530p News T.....	01	1700	30 Comme		1	1	1700
86	M-F 6p News T.....	01	2600	30 Comme		1	1	2600
87	M-F 6a News T.....	01	1500	30 Comme		1	1	1500
88	M-F 7p News T.....	01	2200	30 Comme		1	1	2200
89	M-F 7a Today Show T.....	01	2000	30 Comme		1	1	2000
90	Tue 8-10p ET / 7-9p CT Voice T.....	03	11000	30 Comme		1	1	11000
91	M-F 9a Today Show II T.....	01	1050	30 Comme		1	1	1050
92	M-F 1p Days Of Our Lives ..W....	02	600	30 Comme	1		1	600
93	M-F 10a News ..W....	02	275	30 Comme	1		1	275
94	Wed 10p ET / 9p CT Chicago Fire ..W....	01	10000	30 Comme	1		1	10000
Weekly Totals: Total Spots(Ord Spots)					70	41	111	



Crossroads Media  
66 Canal Center Plaza  
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American Crossroads/ Issue  
Submission Number 813 Issue 1



WFLA-TV  
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Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	American Crossroads/ Issue	Submission Cost:	262350	Campaign Ref:	E:063877280
Buyer:	..	Client/Product/Estimate:	11 / 27 / 1257	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/22/12 to 11/04/12	Weeks:	2	Order Ref:	06387728
Est./PO Number:	06387728	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	Total	Cost
95	M-F 1030a Extra ..W....	02	250	30 Comme	Nbr of Spots	1	1	250
96	M-Su 11p News ..W....	01	2500	30 Comme	Nbr of Spots	1	1	2500
97	M-F 1135p ET / 1035p CT Tonight Show ..W....	01	1300	30 Comme	Nbr of Spots	1	1	1300
98	M-F 11a Daytime ..W....	02	225	30 Comme	Nbr of Spots	1	1	225
99	M-F 12p Today Show III ..W....	01	400	30 Comme	Nbr of Spots	1	1	400
100	M-F 2p Rachael Ray ..W....	02	450	30 Comme	Nbr of Spots	1	1	450
101	M-F 3p Doctors ..W....	02	750	30 Comme	Nbr of Spots	1	1	750
102	M-F 4p Dr Oz ..W....	01	1130	30 Comme	Nbr of Spots	1	1	1130
103	M-F 5p News ..W....	01	1700	30 Comme	Nbr of Spots	1	1	1700
104	M-F 530a News ..W....	01	550	30 Comme	Nbr of Spots	1	1	550
105	M-F 530p News ..W....	01	1700	30 Comme	Nbr of Spots	1	1	1700
Weekly Totals: Total Spots(Ord Spots)					70	41	111	

**Crossroads Media**  
 66 Canal Center Plaza  
 Suite 555  
 Alexandria VA 22314

**American Crossroads/ Issue**  
 Submission Number 813 Issue 1



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

PHONE (813) 228-8888

**Original**

<b>Client:</b> American Crossroads/ Issue	<b>Submission Cost:</b> 262350	<b>Campaign Ref:</b> E:063877280
<b>Buyer:</b> 10/22/12 to 11/04/12	<b>Client/Product/Estimate:</b> 11/27/1257	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/22/12 to 11/04/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06387728
<b>Est./PO Number:</b> 06387728	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	Total	Cost
106	M-F 6p News ..W....	01	2600	30 Comme	Nbr of Spots	1	1	2600
107	M-F 6a News ..W....	01	1500	30 Comme	Nbr of Spots	1	1	1500
108	M-F 7p News ..W....	01	2200	30 Comme	Nbr of Spots	1	1	2200
109	M-F 7a Today Show ..W....	01	2000	30 Comme	Nbr of Spots	1	1	2000
110	M-F 9a Today Show II ..W....	01	1050	30 Comme	Nbr of Spots	1	1	1050
111	Wed 9p ET / 8p CT Law & Order SVU ...W...	01	10000	30 Comme	Nbr of Spots	1	1	10000
<b>Weekly Totals: Total Spots(Ord Spots)</b>					70	41	111	

Grand Totals			
		Month 10 Weeks: 4	Month 11 Weeks: 4
		10/22	10/29
Spots	111	70	41
Cost	262350	171480	90860

**Grand Totals:** Spots: 111 Gross Total: 262,350.00

Commission:	39,352.50
Net Total:	222,997.50



# WFLA-TV

## A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 228-8888  
Fax (813) 221-5787

### INVOICE / AFFIDAVIT

21453  
Crossroads Media  
66 Canal Center Plaza  
Suite 555  
ALEXANDRIA VA 22314

REP: WFLA (Washington Dc)  
SLSP: HRP Washington, DC  
ADV: American Crossroads/ Issue  
PROD: American Crossroads

2012  
INVOICE DATE 10/28/12 E:063877280  
ORDER TYPE Political WFLA  
INVOICE NUMBER 0100033188  
PAGE 1  
BROADCAST MONTH 10/01/2012 - 10/2  
SCHEDULE DATES 10/22/12-11/04/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: 11 /27 /1257  
Desc: Campaign Option Number 1, Booking1

DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH	M/G FOR PRODUCT DESCRIPTION	PRICE	RECONCILIATION
M-F 1p Days Df Dur Lives	600.00	1	1	10/26	FR	01:45P	30	USPRTV25ACH	600.00	
M-F 10a News	275.00	2	1	10/26	FR	10:28A	30	USPRTV25ACH	275.00	
Fri 10p ET / 9p CT Dateline N8	10000.00	3	1	10/26	FR	10:29P	30	USPRTV25ACH	10000.00	
M-F 1030a Extra	250.00	4	1	10/26	FR	10:41A	30	USPRTV25ACH	250.00	
M-Su 11p News	2500.00	5	1	10/26	FR	11:21P	30	USPRTV25ACH	2500.00	
M-F 1135p ET / 1035p CT Tonigh	1300.00	6	1	10/26	FR	12:23A	30	USPRTV25ACH	1300.00	
M-F 11a Daytime	225.00	7	1	10/26	FR	11:20A	30	USPRTV25ACH	225.00	
M-F 12p Today Show III	400.00	8	1	10/26	FR	12:28P	30	USPRTV25ACH	400.00	
M-F 2p Rachael Ray	450.00	9	1	10/26	FR	02:44P	30	USPRTV25ACH	450.00	
M-F 3p Doctors	750.00	10	1	10/26	FR	03:39P	30	USPRTV25ACH	750.00	
M-F 4p Dr Dz	1130.00	11	1	10/26	FR	04:38P	30	USPRTV25ACH	1130.00	
M-F 5p News	1700.00	12	1	10/26	FR	05:29P	30	USPRTV25ACH	1700.00	
M-F 530a News	550.00	13	1	10/26	FR	05:52A	30	USPRTV25ACH	550.00	
M-F 530p News	1700.00	14	1	10/26	FR	05:57P	30	USPRTV24ACH	1700.00	

\*\*\* Continued \*\*\*

PERIOD COST 171,490.00

69 Total Units  
ACTUAL GROSS BILLING 164,990.00  
AGENCY COMMISSION 24,748.50  
NET DUE 140,241.50

Debits .00  
Credits 6,500.00-  
SUB-TOTALS 6,500.00CR  
TOTAL RECONCILING

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601



ADVERTISER American Crossroads/ Issue  
PRODUCT American Crossroads

INVOICE NUMBER 0100033188  
BROADCAST MONTH 10/01/2012 - 10/28/  
AMOUNT DUE 140,241.50

REMIT TO:

\*00169

000021453  
Crossroads Media  
66 Canal Center Plaza  
Suite 555  
ALEXANDRIA VA 22314

WFLA-TV  
REMITTANCE PROCESSING CENTER  
P.O. BOX 26425  
RICHMOND VA 23260-6425



400900020 00000000021453 00000100033188 014024150 3



**WFLA-TV**  
A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 288-8888  
Fax (813) 221-5787

**INVOICE / AFFIDAVIT**

21453  
Crossroads Media  
66 Canal Center Plaza  
Suite 555  
ALEXANDRIA VA 22314

REP: WFLA (Washington Dc)  
SLSP: HRP Washington, DC  
ADV: American Crossroads/ Issue  
PROD: American Crossroads

2012  
INVOICE DATE 10/28/12 E:063877280  
ORDER TYPE Political WFLA  
INVOICE NUMBER 0100033188  
PAGE 2  
BROADCAST MONTH 10/01/2012 - 10/2  
SCHEDULE DATES 10/22/12-11/04/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: 11 /27 /1257  
Desc: Campaign Option Number 1, Booking1

SCHEDULE			ACTUAL BROADCAST				RECONCILIATION		
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
M-F 6p News	2600.00	15 1	10/26	FR	*WFLA 06:09P	30 USPRTV25ACH	2600.00		
M-F 6a News	1500.00	16 1	10/26	FR	*WFLA 06:58A	30 USPRTV25ACH	1500.00		
M-F 7p News	2200.00	17 1	10/26	FR	*WFLA 07:15P	30 USPRTV25ACH	2200.00		
M-F 7a Today Show	2000.00	18 1	10/26	FR	*WFLA 08:29A	30 USPRTV25ACH	2000.00		
M-F 9a Today Show II	1050.00	19 1	10/26	FR	*WFLA 09:57A	30 USPRTV24ACH	1050.00		
M-Su 11p News	2500.00	41 1	10/27	SA	*WFLA 11:21P	30 USPRTV25ACH	2500.00		
Sat 1130p ET / 1030p CT Saturd	2650.00	42 1	10/27	SA	*WFLA 12:00A	30 USPRTV25ACH	2650.00		
Sat 630p ET / 530p CT NBC Nigh	7000.00	43 1	10/27	SA	*WFLA 06:47P	30 USPRTV25ACH	7000.00		
Sat 7a Today Show	1000.00	44 1	10/27	SA	*WFLA 07:56A	30 USPRTV25ACH	1000.00		
Sun 10a Meet The Press	6500.00	45 1	10/28	SU	*WFLA	30	.00	Preempted	6500.00-
Sun 6p News	1600.00	46 1	10/28	SU	*WFLA 06:28P	30 USPRTV25ACH	1600.00		
Sun 630p ET / 530p CT NBC Nigh	8000.00	47 1	10/28	SU	*WFLA 06:59P	30 USPRTV25ACH	8000.00		
Sun 8a Today Show	1100.00	48 1	10/28	SU	*WFLA 08:54A	30 USPRTV24ACH	1100.00		
Sun 815p ET / 715p CT NBC Sund	28000.00	49 1	10/28	SU	*WFLA 08:21P	30 USPRTV25ACH	28000.00		
Sun 9a News	600.00	50 1	10/28	SU	*WFLA 09:27A	30 USPRTV25ACH	600.00		
M-F 1p Days Df Dur Lives	600.00	51 1	10/25	TH	*WFLA 01:27P	30 USPRTV25ACH	600.00		
M-F 10a News	275.00	52 1	10/25	TH	*WFLA 10:18A	30 USPRTV24ACH	275.00		
Thu 10p ET / 9p CT Rock Center	8000.00	53 1	10/25	TH	*WFLA 10:43P	30 USPRTV25ACH	8000.00		
M-F 1030a Extra	250.00	54 1	10/25	TH	*WFLA 10:59A	30 USPRTV25ACH	250.00		
M-Su 11p News	2500.00	55 1	10/25	TH	*WFLA 11:30P	30 USPRTV25ACH	2500.00		
M-F 1135p ET / 1035p CT Tonigh	1300.00	56 1	10/25	TH	*WFLA 12:08A	30 USPRTV25ACH	1300.00		
M-F 11a Daytime	225.00	57 1	10/25	TH	*WFLA 11:30A	30 USPRTV25ACH	225.00		
M-F 12p Today Show III	400.00	58 1	10/25	TH	*WFLA 12:55P	30 USPRTV25ACH	400.00		
M-F 2p Rachael Ray					*WFLA	30 Commercial			

\*\*\* Continued \*\*\*

PERIOD COST 171,490.00

69 Total Units  
ACTUAL GROSS BILLING 164,990.00  
AGENCY COMMISSION 24,748.50  
NET DUE 140,241.50

SUB-TOTALS Debits .00  
Credits 6,500.00-  
TOTAL RECONCILING 6,500.00CR

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.



# WFLA-TV

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### INVOICE / AFFIDAVIT

21453  
Crossroads Media  
66 Canal Center Plaza  
Suite 555  
ALEXANDRIA VA 22314

REP: WFLA (Washington Dc)  
SLSP: HRP Washington, DC  
ADV: American Crossroads/ Issue  
PROD: American Crossroads

2012 WFLA I SS  
INVOICE DATE 10/28/12 E:063877280  
ORDER TYPE Political WFLA  
INVOICE NUMBER 0100033188  
PAGE 3  
BROADCAST MONTH 10/01/2012 - 10/2  
SCHEDULE DATES 10/22/12-11/04/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS

REF#: 11 /27 /1257  
Desc: Campaign Option Number 1, Booking1

SCHEDULE			ACTUAL BROADCAST				RECONCILIATION		
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR	PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-F 3p Doctors	450.00	59 1	10/25	TH	02:30P	30	USPRTV25ACH :30 Commercial	450.00	
M-F 4p Dr Oz	750.00	60 1	10/25	TH	03:58P	30	USPRTV25ACH :30 Commercial	750.00	
M-F 530a News	1130.00	61 1	10/25	TH	04:40P	30	USPRTV25ACH :30 Commercial	1130.00	
M-F 530p News	550.00	62 1	10/25	TH	05:59A	30	USPRTV25ACH :30 Commercial	550.00	
M-F 6p News	1700.00	63 1	10/25	TH	05:45P	30	USPRTV25ACH :30 Commercial	1700.00	
M-F 6a News	2600.00	64 1	10/25	TH	06:15P	30	USPRTV25ACH :30 Commercial	2600.00	
M-F 630p ET / 530p CT N8C Nigh	1500.00	65 1	10/25	TH	06:10A	30	USPRTV25ACH :30 Commercial	1500.00	
M-F 7p News	7000.00	66 1	10/25	TH	06:52P	30	USPRTV24ACH :30 Commercial	7000.00	
M-F 7a Today Show	2200.00	67 1	10/25	TH	07:24P	30	USPRTV25ACH :30 Commercial	2200.00	
M-F 730p Entertainment Tonight	2000.00	68 1	10/25	TH	08:56A	30	USPRTV25ACH :30 Commercial	2000.00	
Thu 8-9p ET / 7-8p CT 30 Rock	2200.00	69 1	10/25	TH	07:54P	30	USPRTV25ACH :30 Commercial	2200.00	
M-F 9a Today Show II	3500.00	70 1	10/25	TH	08:21P	30	USPRTV25ACH :30 Commercial	3500.00	
M-F 1p Days Of Our Lives	1050.00	71 1	10/25	TH	09:59A	30	USPRTV25ACH :30 Commercial	1050.00	
M-F 10a News	600.00	92 1	10/24	WE	01:58P	30	USPRTV25ACH :30 Commercial	600.00	
Wed 10p ET / 9p CT Chicago Fir	275.00	93 1	10/24	WE	10:28A	30	USPRTV24ACH :30 Commercial	275.00	
M-F 1030a Extra	10000.00	94 1	10/24	WE	10:28P	30	USPRTV25ACH :30 Commercial	10000.00	
M-Su 11p News	250.00	95 1	10/24	WE	10:42A	30	USPRTV25ACH :30 Commercial	250.00	
M-F 1135p ET / 1035p CT Tonigh	2500.00	96 1	10/24	WE	11:14P	30	USPRTV25ACH :30 Commercial	2500.00	
M-F 11a Daytime	1300.00	97 1	10/24	WE	11:57P	30	USPRTV25ACH :30 Commercial	1300.00	
M-F 12p Today Show III	225.00	98 1	10/24	WE	11:18A	30	USPRTV25ACH :30 Commercial	225.00	
M-F 2p Rachael Ray	400.00	99 1	10/24	WE	12:27P	30	USPRTV25ACH :30 Commercial	400.00	
M-F 3p Doctors	450.00	100 1	10/24	WE	02:40P	30	USPRTV25ACH :30 Commercial	450.00	
M-F 4p Dr Dz	750.00	101 1	10/24	WE	03:54P	30	USPRTV25ACH :30 Commercial	750.00	
	1130.00	102 1	10/24	WE	04:38P	30	USPRTV25ACH :30 Commercial	1130.00	

\*\*\* Continued \*\*\*

PERIOD COST 171,490.00

69 Total Units  
ACTUAL GROSS BILLING 164,990.00  
AGENCY COMMISSION 24,748.50  
NET DUE 140,241.50

SUB-TOTALS Debits .00  
Credits 6,500.00-  
TOTAL RECONCILING 6,500.00CR

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## INVOICE / AFFIDAVIT

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Crossroads Media  
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ALEXANDRIA VA 22314

REP: WFLA (Washington Dc)  
SLSP: HRP Washington, DC  
ADV: American Crossroads/ Issue  
PROD: American Crossroads

2012  
INVOICE DATE 10/28/12 E:063877280  
ORDER TYPE Political WFLA  
INVOICE NUMBER 0100033188  
PAGE 4  
BROADCAST MONTH 10/01/2012 - 10/2  
SCHEDULE DATES 10/22/12-11/04/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: 11 /27 /1257  
Desc: Campaign Option Number 1, Booking1

SCHEDULE			ACTUAL BROADCAST			RECONCILIATION		
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-F 5p News	1700.00	103 1	10/24	WE	05:15P	30 USPRTV25ACH :30 Commercial	1700.00	
M-F 530a News	550.00	104 1	10/24	WE	05:59A	30 USPRTV25ACH :30 Commercial	550.00	
M-F 530p News	1700.00	105 1	10/24	WE	05:58P	30 USPRTV25ACH :30 Commercial	1700.00	
M-F 6p News	2600.00	106 1	10/24	WE	06:15P	30 USPRTV24ACH :30 Commercial	2600.00	
M-F 6a News	1500.00	107 1	10/24	WE	06:23A	30 USPRTV25ACH :30 Commercial	1500.00	
M-F 7p News	2200.00	108 1	10/24	WE	07:16P	30 USPRTV25ACH :30 Commercial	2200.00	
M-F 7a Today Show	2000.00	109 1	10/24	WE	08:56A	30 USPRTV25ACH :30 Commercial	2000.00	
M-F 9a Today Show II	1050.00	110 1	10/24	WE	09:56A	30 USPRTV25ACH :30 Commercial	1050.00	
Wed 9p ET / 8p CT Law & Order	10000.00	111 1	10/24	WE	09:17P	30 USPRTV25ACH :30 Commercial	10000.00	
Total Airtime Gross Spot Revenue:			164,990.00					

PERIOD COST 171,490.00

69 Total Units  
ACTUAL GROSS BILLING 164,990.00  
AGENCY COMMISSION 24,748.50  
NET DUE 140,241.50

SUB-TOTALS Debits .00  
Credits 6,500.00-  
TOTAL RECONCILING 6,500.00CR

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